

**Title:** New York State Integrated Pest Management Program Communications Team:

2009 Accomplishments

**Date:** January 14, 2010

**Project Leaders:** Mary Woodsen, Staff Writer, and Karen English, Website Coordinator and Graphic Designer, NYS IPM Program

**Summary:** In 2009 the NYS IPM Communications Team—a writer and a webmaster-designer—produced an annual report; wrote several news releases; designed and produced many brochures and posters to complement our outreach; helped create six new teaching modules; continued work on a comprehensive 200,000-word, multi-volume consumer reference on pest management in and around the home; and began or completed a number of other projects, detailed below.

1. Ornamentals IPM
  - 2 issues of the Ornamentals eNewsletter (posted on website)
  - Disease Resistant Vegetables posters, brochure & bookmarks (designed, laid out & produced)
  - *Pest Management Strategic Plan for Commercial Greenhouses in the Northeastern United States* (posted on website)
2. Fruit IPM
  - Sweet Cherry booklet for Sweet Cherry Field Day (designed, laid out & produced)
  - *Strawberry Sap Beetle* fact sheet (composed & posted on website; title added to the database)
  - Updated all TracFruit record-keeping software with 2009 versions
3. Livestock IPM
  - Reproduced 4 dairy fact sheets in print
  - Dairy Flies poster: designed, laid out & produced, and displayed at Empire Farm Days and the Fun on the Farm event
4. Field Crops IPM
  - Designed a cover for the Stored Grains Workshop manual
  - Teaching Modules: Worked with the field crops team to finesse these hands-on, easy-to-use teaching plans for soybean and wheat growers:
    - *Aphids and Yellow Dwarf in Wheat in New York State*
    - *Asian Soybean Rust in New York State*
    - *Foliar Diseases on Soybeans in New York State*
    - *Insect Pests on Soybeans in New York State*
    - *Soybean Aphids (SBA) in New York State*
    - *Soybean Diseases Jeopardy*
5. Organic Guides project (Vegetable IPM)
  - 13 Organic Guides covers with original artwork (designed, laid out & produced)
  - Guides for apples, carrots, cole crops, cucumbers & squash, peas, and snap beans were posted on the website and titles were added to the database
6. Late Blight project (Vegetable IPM)
  - Updated our online *What is Late Blight?* document as *Late Blight: A Serious Disease of Potatoes and Tomatoes* and posted companion pdf
  - *Late Blight of Potatoes and Tomatoes* Fact Sheet (updated layout and design and posted on website)
  - *Late Blight* brochure (designed, laid out & produced)
  - Late Blight poster: designed, laid out & produced, and displayed at Empire Farm Days and the Fun on the Farm event
7. Prepared updated website text for review

8. More Vegetable IPM
  - *Swede Midge* fact sheet (updated and posted on website)
  - Environmental Impact Quotient (updated and posted on website)
9. Golf Courses/Turfgrass IPM
  - *Reducing the Risks of Golf Course Management* (posted on website)
  - 2 large banner posters: designed, laid out & produced, and displayed at the US Open
  - Designed the cover for the manual *Reducing Chemical Use on Golf Course Turf: Redefining IPM*
  - *Curculiónido del annual bluegrass* fact sheet (composed and posted on website; title added to the database)
10. Bed Bugs Project (Community IPM)
  - Completed and posted the What's Bugging You? section of website
  - Composed and presented *Find Out What's Bugging You at the NYS IPM Website* as a video at the 6<sup>th</sup> International IPM Symposium
  - Output a previously-made bed bugs poster in new dimensions for the Comstock display case
10. Comprehensive Homeowner IPM Guide (Community IPM)
  - Thorough writing, editing, and review
  - Designed and laid out the document
11. News Releases/ Excellence in IPM Awards: wrote, distributed (including via the website) the following news releases and award announcements
  - *Award honors crew who make golf greener*
  - *Excellence among insects earns award for pest-management innovator*
  - *Battling pests and pesticides earns award for Westchester woman*
12. Project Reports from previous season were organized, posted on the website in 2 formats, and added to the database
13. NYS IPM Program Annual Report 2008—2009: Wrote, designed, and produced 4,000 copies of our annual report, enhanced with photographs and illustrations and including 23 stories:
 

<ul style="list-style-type: none"> <li>• <i>What's the forecast?</i></li> <li>• <i>Great greens</i></li> <li>• <i>Bee happy, bee healthy</i></li> <li>• <i>Trac your turf</i></li> <li>• <i>TAg and TAg lite</i></li> <li>• <i>What's bugging you?</i></li> <li>• <i>Train the trainer</i></li> <li>• <i>IPM spells "Interactive Plant Manager"</i></li> <li>• <i>Meet the Bethpage crew, Excellence in IPM Award winners</i></li> <li>• <i>Plays well with others</i></li> <li>• <i>Learn with your hands and well as your head</i></li> <li>• <i>Playing catch-up</i></li> <li>• <i>A bug-eat-bug world</i></li> <li>• <i>For PETE's sake</i></li> <li>• <i>Conference call? Call me when it's over!</i></li> <li>• <i>High-performing spuds</i></li> <li>• <i>Meet Carol Glenister, Excellence in IPM Award winner</i></li> <li>• <i>Meet Roberta Wiernik, Excellence in IPM Award winter</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Organic farmers use IPM</i></li> <li>• <i>Back by popular demand!</i></li> <li>• <i>A+</i></li> <li>• <i>Seeing is believing</i></li> <li>• <i>Bugs in your bed?</i></li> </ul>
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